

Keys to Success as a SOCKTember Team Captain

Assemble a competitive team of NEW sock raising People.

How did Lindsey Ward of The Contents Specialists of Washington (Seattle) win [SOCKTember 2020](#)? She had a good team. Her people were competitive and inspired to hit the streets, as well as social media, to gather as many NEW socks as humanly possible. The Sisters for Socks took great pride in being the leaders of the sock raising pack and didn't take no for an answer when they were on the hunt for NEW socks. This event is a great excuse to reach out to clients that perhaps have been resistant. How can someone push you away if you are doing something good in your local community? Remind your team members that SOCKTember is:

- A solid **client outreach** tool that will help them in their business development both by giving them a good reason to contact clientele.
- A means of aligning their organization with a **positive community** effort.
- An aide in **employee engagement** as current employees and recruits will see how their company is active in supporting local charities.

Develop your NEW sock raising Process.

Hit the streets and meet with as many people as you can to spread [the good news of SOCKTember](#). Use social media to enhance your efforts and promote your local team members. At SOCKTember headquarters, our goal is to promote the teams so we need weekly input from the team captains on total NEW socks raised. We will do our best to repost and share anything you publish that promotes the efforts of your team and team members in competitively raising NEW socks for local charities that your team members care about. Amazon has a wishlist option that supporters from around the world can easily login to ship NEW socks to a location selected by your team. Last year during the shutdowns of 2020, this resource was particularly helpful in enabling teams to connect with peers, vendors, and clients in a manner that was physically distanced for safety but still facilitated some social connection.

Produce NEW socks and make Progress on your NEW sock goals.

We are so excited to have you as a part of [SOCKTember 2021](#). This annual event is designed to increase client outreach, employee engagement, and community goodwill. As a team captain, you will see the best results in reminding your team of the goals you have set together and inspiring them to make the biggest donation humanly possible of NEW socks to local charities that matter to you. Every team member from prior events can tell you how rewarding it was to see eyes light up and spirits lifted when they made

their donations. This is a great opportunity for community involvement and team connection, it's not an effort that you have to worry about hard-selling. For the month of September, dedicate some time each week to rally your team, execute your unique NEW sock-raising plan, and have some fun while we all do some good. As you prepare for the event to kick-off, confirm your team members, discuss who you all plan to reach out to, and develop a system for collecting and counting your weekly haul of NEW socks so that we can help promote all the good work that you are doing.